

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

The Lady Dannatt MBE, Lord-Lieutenant of Norfolk
President
The Royal Norfolk Agricultural Association

24 June 2024

Via e-mail: lord-lieutenant@norfolk.gov.uk

PO Box 70315
London N1P 2RG
United Kingdom
+ 44 (0) 207 837 6327
+ 44 (0) 207 923 6242 (fax)

Info@peta.org.uk

Dear Lady Dannatt:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal that would enable the Royal Norfolk Show to honour the changing needs of the planet and everyone we share it with. We urge you to ditch animal exhibits and adopt a new name and direction: the Royal Norfolk *Grow*, a fully vegan event with a focus on supporting hard-working arable and horticultural farmers in Norfolk.

Why the change? Animals are not “stock”, a word that describes objects one puts on a shelf: they're feeling, sensitive individuals who value their lives just as we value ours. Pigs are curious and playful, chickens are excellent mothers when given the chance, and sheep are intelligent and social, forming complex hierarchies. None of them go to their death willingly. By shifting the focus of the show to plant farming, we could help farmers leave behind the heartbreak and violence of raising animals for food.

Norfolk is home to many large-scale intensive animal farms, which are fraught with problems and not something to celebrate. Farms and abattoirs in the county have been reported for cruelty offences, local people suffer respiratory problems from polluted air coming from farms, and bird flu outbreaks are common. During this time of climate emergency, it's irresponsible for the show to endorse the environmentally damaging meat and dairy industries. It's time to turn over a new leaf.

Instead of forcing thousands of non-consenting animals into transport and confinement and parading them about and eating them, the new Royal Norfolk *Grow* would support Norfolk's hard-working plant-based farmers and celebrate delicious, locally produced vegan fare. The event could emphasise our connection to the land without harming animals by featuring wholesome, fun, family-friendly activities such as a “tofu toss” (using Tofurei's Norfolk-produced tofu), a potato carving competition, and a wheatsheaf parade.

PETA has designed a new logo – inspired by Norfolk's crops – to match the show's fresh direction, featuring mascots Gus and Wheaty, which we're happy for you to use free of charge.

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Lacoin House, Theobald's Road,
London WC1X 8RW.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands



We hope you'll agree that transforming your event into the Royal Norfolk Grow would be a great way to *grow* with the times and support sustainable and ethical plant-based agriculture. It's an idea as fresh as a Norfolk royal russet straight from the tree.

I look forward to your reply.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dawn Carr', written in a cursive style.

Dawn Carr

Vice President of Vegan Corporate Projects

cc: Mark Nicolas, MBE DL, Managing Director, Royal Norfolk Show
mark.nicholas@naa.org.uk